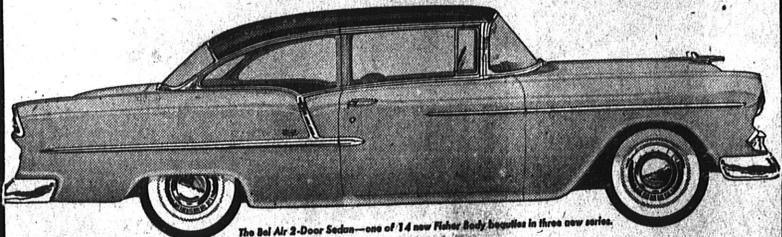


PAUL'S CHEVROLET PROUDLY Presents

THE Brilliantly NEW

1955 Chevrolet



The Bel Air 2-Door Sedan—one of 14 new Fisher Body beauties in three new series.

It's Big... Bright and Beautiful!

See Us Today AND SEE HOW SIMPLE IT IS FOR YOU TO BE THE PROUD OWNER OF THE NEW BEAUTIFUL '55 CHEVROLET. IMMEDIATE DELIVERY IN ALL MODELS

YOU WILL BE AMAZED AT THE PRICE THAT THESE WONDER BEAUTIES ARE SELLING TO FIT ANY BUDGET OR POCKET BOOK...

PLUS THE FACT THAT OUR SERVICES DO NOT STOP AT THE SALE OF AN AUTOMOBILE -- WE AT

PAULS CONTINUE TO GIVE TOP MECHANICAL SERVICE FROM OUR CHEVROLET TRAINED MECHANICS THAT IS IMPORTANT IN KEEPING SATISFIED CUSTOMERS!

ATTEND THE FREE AUTO SHOW AT THE TORRANCE CIVIC AUD. DEC. 3, 4, 5 Our Showroom Will Be Closed at 6 p.m. During Show!



PAUL'S CHEVROLET

1640 Cabrillo Ave. Torrance FAirfax 8-1640



(Herald Photo) K. D. FIGGINS... General manager of Paul's Chevrolet



(Herald Photo) DON POULSON... Service manager of Paul's Chevrolet



(Herald Photo) PAUL UNDERWOOD... New car manager of Paul's Chevrolet



(Herald Photo) B. C. FICKLIN... Used car manager of Paul's Chevrolet



(Herald Photo) MARGERY KILGUS... office manager of Paul's Chevrolet



(Herald Photo) LLOYD BAKER... in and accessory manager of Paul's Chevrolet



(Herald Photo) DON WRIGHT... E. V. and paint shop manager of Paul's Chevrolet

Chevrolet Experiences Greatest Success During Past 25 Years

Although the Chevrolet Motor Division is observing its forty-third anniversary, the period of its dominance of the American automobile market can be encompassed in the last quarter of a century.

Only a few years before, the name of Chevrolet had been threatened with oblivion. Sales gave little indication of the car's future popularity. But fortunately for the thousands of dealers who, like the Paul's Chevrolet, have established successful retail businesses, General Motors directors voted to continue the company. The corporation decided, instead, to place Chevrolet in the forefront of competition in the low-priced field. The wisdom of the decision is shown by the fact that in the last quarter of a century Chevrolet has outproduced other automotive manufacturers in all but four years.

Chevrolet's story of the last 25 years is one of constant product improvement and manufacturing expansion, capped by a 1950 record that surpassed all previous automotive volume marks.

During the year the company established a new peak of 2,015,150 vehicles. Its monthly mark of 211,133 units was as well an all-time high, with a record for a single day's output at 9,880 passenger cars and trucks.

Three milestones were included in a single year: The 23 millionth Chevrolet Jan. 11, 1950; the 24 millionth Chevrolet June 30, and the 25 millionth Chevrolet Dec. 22. The annual output broke industry records that had stood since 1923.

This volume is a reflection of an amazingly efficient production machine. Although the company buys parts from thousands of independent firms, its manufactures, with a single exception, all major components of its passenger cars and trucks. (The excep-

tion is the passenger car body built to Chevrolet specifications by the famous Fisher Body Division of the General Motors Corporation).

Fourteen plants in 10 cities comprise the Chevrolet manufacturing organization. In some cases, more than one plant is required for an identical part. Factories in Toledo, Muncie, Ind. and Cleveland, for example, produce transmissions; Flint, Mich. and Tonawanda, N. Y. supply engines.

Common to all Chevrolet assembly plants is precision scheduling. From the moment a part enters the production routine, it has a rendezvous on the assembly line at an exact moment. The efficiency of the system is one of the miracles of the industry and an important factor in the value of the automobile.

Today, while maintaining its automotive leadership, Chevrolet is undertaking important responsibilities in the nation's defense program. Biggest of the defense contracts thus far awarded to the company call for aviation engines. Others include subassemblies of automatic transmissions for tanks, mass production of artillery ammunition and axles of 6x6 military trucks.

Impressive Motor Car the Aim Of Chrysler Imperial Designers

With the introduction of the new 1955 Imperial, Chrysler brings to the fine-car field a new car and a dramatic new concept in American automotive styling, according to E. C. Quinn, president, Chrysler Division, Chrysler Corporation, "the Imperial's appearance and combines elegance and distinction with a feeling of agility that sets it apart. We feel that ownership of an Imperial will be the most rewarding period of any motorist's life."

The new Imperial's designers aimed at creating an impressive motor car, large and commanding yet with slim lines and classic proportions to keep it free from bulkiness. Its body is not shared with any other car in the Chrysler Corporation line and it is built on its own assembly line.

Power Suggested The long, low sloping Imperial hood suggests power and affords excellent driver visibility. The roof runs in a smooth, gracefully tapering line from the sun cap visor to the rear deck. Its slowness serves to concentrate the mass of the car low to the ground.

A character line, formed in the side metal and accented by a thrusting, chromed lance-like molding, runs back from the headlight and into the rear fender, giving the Imperial a strong feeling of forward motion, emphasizing the car's length and lowness, and unifying the side treatment. Fenders have been clearly defined to avoid bulkiness and, full wheel openings emphasize the functional beauty of the wheels.

The superscopic windshield—completely unlike any ever before offered in any car—is wrapped around both top and bottom, terminating in side pillars which are sloped rearward to convey the feeling of forward motion. It is topped by a sun cap visor which fits into the roof line.

The Imperial's divided grille, with its simple box-check effect, conveys the feeling of slowness by reducing front end bulk. The tapering area of body metal that

divides the two grille elements points up the simplicity of the dual openings and, by carrying the body color down to the bumper line, adds to the feeling of lowness. The bumper, which wraps around and extends to the wheel openings, underlines and highlights the entire front end treatment. At its outer ends, large, nacelle-like bumper guards emerge from heavily cushioned hoods set against the fenders. The impressive size and outward location of these guards serve to accent width, and the chromed hoods which flow over them integrate the bumpers with the body. Parking lamps are deeply inset inside the guards and are protected by crossed bars of gleaming chrome.

Extensive chassis changes add to the 1955 Mercury's smoother ride and superior handling qualities. An entire new driveline, including transmission, drive shaft and larger rear axle provide extra strength and durability. Low angle rear shock absorbers improve riding comfort. Mercury's new "king-size" brakes provide a total braking area of 190.9 square inches, compared to 165 last year. The width of the 11-inch front brakes has been increased a half inch to 2 1/4 inches, and the rear brakes widened a quarter inch to two inches. The mechanical leverage ratio of the power brakes has been revised to improve operation when the power is off. Tubless tires are standard on all models, with a new tread design which virtually eliminates tire squeal and which improves traction. Startlingly beautiful interior trim schemes have been created with newly-developed contemporary fabrics, including a new taupe, plastic, nylons, leathers and vinyls. All are color-matched with the brilliant array of Mercury's exterior colors. The instrument panel is new, with a fan-shaped instrument cluster containing the speedometer, odometer, generator, fuel, oil and temperature gauges. An exclusive in its field with Mercury is a new system of powered lubrication. Known as Multi-Luber, this system permits the driver to keep all chassis bearings under constant lubrication by merely pressing a button on the instrument panel. A full range of power accessories to make driving as luxurious and effortless as possible is available as optional equipment at extra cost. These include power steering, power brakes, four-way power seat and power window lift.

Organization Plus Needed To Make Cars

What does it take to build 1.5 million cars each year? Chevrolet, the world's largest producer, which averages above that figure, requires 80,000 employees, 4500 suppliers, 80 factories, and plenty of organization.

Finished products roll out of ten assembly plants scattered throughout the country, near marketing centers. Each plant is linked to a Fisher Body plant, and each has a car and truck assembly line, which normally produces 60 to 75 units each hour.

Nineteen manufacturing plants, located strategically produce parts for the plants.

Of the 50 million cars turned out by General Motors Corp. to 1954, more than half have been Chevrolets. In 43 years of existence, almost 32 million "Chevrolets" have been produced. The 32 millionth is expected sometime in February.

Nearly two-fifths of the Chevrolets were produced since World War II, and in 1950 marked the first time that any auto firm had produced two million cars in one year.

Newcomer in Auto Industry Leads Market for 20 Years

Although Chevrolet has built more than 31 million cars which led the rest of the market for 20 years, it is a comparative newcomer to the auto field.

By the time the first Chevrolet appeared on the market in 1911, 750,000 cars had already been built, and older makes were inclined to look down their radiator caps at the newcomer.

That Chevrolet succeeded is largely the work of two men—racing driver Louis Chevrolet, designer of the car, and financier Louis Durant.

When Durant moved back to GM as president in 1916, he took the Chevrolet with him. From then on, with the exception of 1921, it was GM's leading car.

PHONE CALLS Americans use their telephones an average of 188 million times a day. The first four and six-cylinder models were known as "Littles" and later assumed the name of their designer. Durant, who twice won and lost control of General Motors, developed the car to compete with GM products.